



Ballot Measure Primary Argument Submission Form

A ballot argument shall not be accepted unless accompanied by this completed form, which shall contain the printed name(s) and signature(s) of the person(s) submitting it or, if submitted on behalf of a bona fide association of citizens/organization, the name of the association/organization and the printed name and signature of at least one of its principal officers. If the measure is presented to voters pursuant to an initiative petition in a special district election, please contact the Elections Office for special instructions.

Word count limit for Primary Arguments = 300

Ballot Measure _____ for the _____ to be held on _____.

Primary Argument in Favor of Primary Argument Against

This argument is submitted by: (check all that apply)

<input type="checkbox"/>	The Governing Body of the County of San Mateo, a School District, or a Special District <i>Town of Atherton</i>	
	If this argument is filed by the governing body of the County of San Mateo, a school district or a special district, fill in the name of the governing body on the line below and complete both sides of this form.	
	Governing Body: <i>Town of Atherton City Council</i>	
	Contact Person's Printed Name: <i>Theresa DellaSanta</i>	Contact Person's Signature: [Redacted]
	Title: <i>Deputy City Manager</i>	
	Phone: [Redacted]	Email: [Redacted]

<input type="checkbox"/>	Member(s) of the Governing Body of the County of San Mateo, a School District, or a Special District	
	If this argument is filed by any member(s) of the governing body, fill in the information below and complete both sides of this form. By statute, members of school district governing boards need board authorization to file an argument.	
	Member(s) of the Governing Body:	Name of Governing Body:
	Contact Person's Printed Name:	Contact Person's Signature:
	Title:	
	Phone:	Email:

<input type="checkbox"/>	Bona Fide Association of Citizens/Organization	
	If this argument is filed by a bona fide association of citizens/organization, the signers of the argument must be affiliated with the association/organization, be authorized to sign the argument on its behalf, provide the printed name and signature of at least one principal officer of the organization, and complete both sides of this form.	
	Name of Association/Organization:	
	Principal Officer's Printed Name and Title:	Principal Officer's Signature:
	Contact Person's Printed Name:	Email:
	Phone:	Fax:

<input type="checkbox"/>	Individual(s) eligible to vote on the measure	
	Individual signers must be eligible to vote on the measure.	
	Contact Person:	Phone:
	Mailing Address:	
	Fax:	Email:

Please complete the reverse side of this form.

Primary Argument Signers Form

Each signer must designate in which capacity they are signing. Check the one box that applies.

No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed.

Names and titles listed will be printed in the order that they are listed below.

If the signers are part of a bona fide association/organization, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual(s), the title under the signer's name shall list the name of that bona fide association/organization and may include their position within that association/organization.

By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.

Atherton
 Governing Body of San Mateo County, a School District, or a Special District
 Member(s) of the Governing Body of San Mateo County, a School District, or a Special District
 Bona Fide Association of Citizens/Organization
 Individual(s) eligible to vote on the measure

1.	Name: Michael Lempres	Title: Mayor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	[Redacted]					
	Atherton, CA 94027					
	[Redacted]	Date: 08/01/17				
2.	Name: CARY WIEST	Title: VICE MAYOR	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	[Redacted]	[Redacted]				
	Atherton CA 94027					
	[Redacted]	Date: 08/01/17				
3.	Name: WM R WIDMER	Title: Councilman & Former Mayor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	[Redacted]	[Redacted]				
	Atherton, CA 94027					
	[Redacted]	Date: 8-1-17				
4.	Name: Rick DeGolia	Title: Council Member	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	[Redacted]	[Redacted]				
	Atherton CA 94027					
	[Redacted]	Date: 08/01/17				
5.	Name: Elizabeth O Lewis	Title: Council Member	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	[Redacted]	[Redacted]				
	Atherton CA 94027					
	[Redacted]	Date: 08/01/17				

Submit a second form (this side only) for alternate signers attached to this form and the argument.

FOR OFFICIAL USE ONLY

Signers Registered N/A Signed Dated
 Bona Fide Association Verified N/A Signed Dated

Argument in Favor of Measure __

The Special Parcel Tax is an important component of the Town's financial health – *it is not a new tax*. It renews an existing parcel tax supported by residents for almost 40 years. Most parcels, 1/2 to 2 acres, are assessed a maximum of \$750 annually. Total revenue from all parcels is \$1.86M, representing 13% of Town's total annual revenue. 100% of the Parcel Tax goes to the Town, unlike your basic property tax where only about 9% goes to the Town.

Use of the Parcel Tax is restricted to:

- police/emergency services and critical 9-1-1 capabilities
- front-line law enforcement and school resource officer
- street repairs, maintenance and improvement
- storm drain repairs, maintenance and construction

Recent projects include:

\$4M Marsh Road Channel
\$650K Series Street Light Replacement
\$350K El Camino HAWK signal
\$490K Bike/Ped Routes
\$675K Stockbridge, Euclid/Polhemus, Camino al Lago drainage
\$1M Road Maintenance

Parcel Tax revenue cannot be used for Park or Civic Center projects.

Atherton receives minimal sales tax revenue and has few other local revenue sources. Grants are regularly sought out, but hard to secure. The Parcel Tax is critical for major public work projects.

The Town acts prudently with your money. We consistently receive clean audit reports, and we scrutinize budget expenditures to reduce costs where needed, including the elimination of long-term liabilities. Every year Council has the option to reduce the tax amount based on review of expenditures and available revenues.

The renewal term has been reduced from 4 to 3 years to better align with revenue/expenditure projections and reassess the need for the Parcel Tax.

A 2/3 vote is required to pass.

Vote YES to renew the Parcel Tax and continue important funding for public safety, streets, and drainage to maintain the quality of life Atherton residents expect and enjoy.